Speak Public Service Announcement Project Rubric & Schedule

In a group of no more than four students, you will create a PSA about a topic affecting teens today that incorporates various persuasive techniques. You will be given time in class; however, a large portion of this project will need to be completed outside of class.

The school has Windows Movie Maker installed on all of the computers. I strongly recommend you use Movie Maker, but you do not have to. Please note that regardless of the program your group chooses to use, the PSA must play on my computer. The easiest way to be sure the file plays is to save it as either a Windows Media file or a QuickTime Movie file.

You will need videos and/or pictures in your PSA, so I have copied the following information from Microsoft's support website for your benefit.

Supported formats for importing content (only these files will play in Movie Maker)

- Video files: .asf, .avi, .wmv
- Movie files: MPEG1, .mpeg, .mpg, .m1v, .mp2
- Audio files: .wav, .snd, .au, .aif, .aifc, .aiff
- Windows Media files: .asf, .wm, .wma, .wmv
- Still images: .bmp, .jpg, .jpeg, .jpe, .jfif, .gif
- MP3 format audio: .mp3
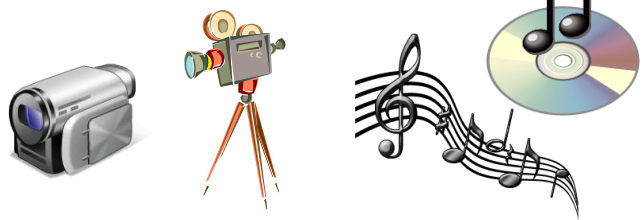
Although you can play a file in Microsoft Windows Media Player, you may not be able to import the file into Windows Movie Maker even though this article lists that kind of file. You may not be able to import the file if the codec that was used to encode the audio or video is not a codec that is included with Windows XP. In that case, you may be able to re-encode the video or audio by using Windows Media Encoder, and then import the video or audio.

To download the Windows Media Encoder for free, visit the following Microsoft Web site:
http://www.microsoft.com/windows/windowsmedia

Schedule
- PSA proposal (includes individual jobs, techniques to be used, and complete summary of commercial) : _____

- Computer Lab dates: _____

- Deadline to check PSA capability with my computer: _____

- Presentations/ Showings: _____

- 500 word Reflection on Project (must be typed!): _____

Requirements
1. PSA must be 60 seconds in length and cover a topic that is relevant to the students.
2. PSA must incorporate persuasive appeals.
3. Must have a tag line (Tag line is one sentence that sums up the message of your PSA).
4. Must include accurate, verifiable information/statistics and cite your sources.
5. Must include a Works Cited page that is typed and turned in the same time as the PSA.

Rubric

Category	10	8	6	4	1
Content	Covers topic in-depth with details and examples. Subject knowledge is excellent.	Includes essential knowledge about the topic. Subject knowledge appears to be good.	Includes essential information about the topic but there are 1-2 factual errors.	Content is minimal OR there are several factual errors.	Topic is not well addressed and/ or subject knowledge is minimal.
Works Cited Page	One print and one online source used. Source information collected for all graphics, facts and quotes. All documented in MLA format.	Only print sources used. Source information collected for all graphics, facts and quotes. Most documented in MLA format.	Only online sources used. Source information collected for graphics, facts and quotes, but not documented in MLA format.	Very little source information was collected.	No source information was presented.
Presentation	Interesting, well-rehearsed with smooth delivery that holds audience attention.	Relatively interesting, rehearsed with a fairly smooth delivery that usually holds audience attention.	Delivery not smooth, but able to hold audience attention most of the time.	Delivery not smooth and audience attention lost.	Delivery includes inappropriate jokes and aims at entertaining the audience rather than educating.
Group Work	Group evenly distributes work, including the "stars" of the PSA.	Group mostly distributes work, but one member does more of the talking.	Group relies heavily on one member to do most of the work.	One member does not participate in project.	One member does all of the work.
Originality	Product shows a large amount of original thought. Ideas are creative and inventive.	Product shows some original thought. Work shows new ideas and insights.	Uses other people's ideas (giving them credit), but there is little evidence of original thinking.	Product uses other people's ideas more than original ones, and does not give credit.	Product has no original ideas.
Requirements	Meets and/or exceeds all project requirements	Does not meet 1 of the requirements	Does not meet 2 of the requirements	Does not meet 3 of the requirements	Does not meet 4 or more of the requirements
Attractiveness	Makes excellent use of font, color, graphics, effects, etc. to enhance the presentation.	Makes good use of font, color, graphics, effects, etc. to enhance to presentation.	Makes use of font, color, graphics, effects, etc. but occasionally these detract from the presentation content.	Use of font, color, graphics, effects etc. but these often distract from the presentation content.	PSA is very plain and does not make use of font, color, graphics, etc.
Use of Persuasive Appeals	Project incorporates more than 2 persuasive appeals.	Project incorporates 2 persuasive appeals.	Project incorporates 1 persuasive appeal.	Project attempts to incorporate 1 persuasive appeal.	No persuasive appeals were used.

Grade

- This project is worth 160 points, but the highest score you can get on the rubric is 80 points.
  - Total points (80 maximum) x 2 = Points earned (160 max)
  - Points earned (160 max) / 160 points = Grade
- This will count as a Major Assessment grade.

Speak Public Service Announcement Project Rubric

Group Members:_____

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Use of Persuasive Techniques	Project incorporates more than 2 persuasive appeals.	Project incorporates 2 persuasive appeals.	Project incorporates 1 persuasive appeal.	Project attempts to incorporate 1 persuasive appeal.	No persuasive appeals were used.

Total points _____ x 2 = _____ (160 max)

_____ (160 max) / 160 points = _____